

Hi Everyone,

Welcome Gina Roust—Gina is our new Project Assistant, who will start on Thursday, October 25. Gina's degree is in cell biology, and she's a certified Pharmacy Technician, with strong experience in statistics and data analysis. For Jennifer and Dana, Gina has written a protocol for well-water testing, and worked in testing water quality samples for an environmental consulting firm. She's very knowledgeable about Alaska's water quality regulations. She'll have primary responsibility for price sheets, vendor compliance /monitoring and tracking, high-risk vendor investigations, and sharing in the other activities of the Vendor Unit. Gina's phone number is 465-6399.

Check-out the attached Halloween Wellness posters---thanks Jennifer!

1. **ATTENTION Clinics that prescribe MOV food packages:** We regret to inform you that Fred Meyers will no longer provide UHT lactose free and Reduced milk after December, 2012. Underutilization (plus a couple of other items) of these packages drives us to stop purchasing this milk type. Please discontinue prescribing lactose free UHT milk starting in January. Any UHT lactose free milk food packages that have already been assigned past December will need to be changed to another food package. We will have a report for you on who is currently on this type milk shortly. In the mean time, be careful not to prescribe this milk type for children or women past December 2012.
2. **Food Recall—Baby Spinach**—see attached
3. **Food List Update**--The new WIC Food List/Participant ID Folder will be shipped from the printer on November 2. The booklets are expected to arrive in Alaska around November 15, and the Vendor Unit will distribute them to clinics immediately. If you have any questions about them, please call 907-465-3100 and ask for the Vendor Unit.
4. **Mail Order Vendor ITB**--The current mail order vendor (MOV) contract with Fred Meyer will end on February 1, 2013. On October 24, we public noticed an Invitation to Bid (ITB) for a new contract for the MOV, that will be in effect for up to 5 years, or until we transition to electronic banking. Bids are due by November 20<sup>th</sup>, and the contract will be awarded to the lowest bidder to provide the services.
5. **SPIRIT Update**-- SPIRIT Transfer Project Update: The SPIRIT Project has been delayed. The Super User training for clinic staff that was scheduled for early December will be delayed by at least a month. We will have more information for you shortly, but we wanted to let you know, now, that the December date had slipped as we realize you were making clinic plans based on that commitment.

Have a great weekend,

Kathleen

**Nice To Know:**

Has Alaska been out done by Texas??

Alicia Richman Wins World Record for "Most Breastmilk Donated." See article and pictures of Alicia at: [http://www.huffingtonpost.com/2012/10/26/alicia-richman-world-record-breastmilk-donated\\_n\\_2023021.html?utm\\_hp\\_ref=tw#slide=1690485](http://www.huffingtonpost.com/2012/10/26/alicia-richman-world-record-breastmilk-donated_n_2023021.html?utm_hp_ref=tw#slide=1690485).

Trust me, she's donated a lot!

Free ILCA Webinars!

For details see the link: <http://www.ilca.org/i4a/pages/index.cfm?pageid=3916>.

Scheduled Webinar

	Speaker	Language	Date & Time	Registration
Communication Competency: A skill that is never truly mastered	Jeanette Panchula, BSW, RN, PHN, IBCLC	English	November 1, 2012 1:00 - 2:30pm EDT USA  Click <a href="#">here</a> to see your local time	<a href="#">Register Now</a>
Competencia en la comunicación: Una habilidad que nunca se domina por completo	Jeanette Panchula, BSW, RN, PHN, IBCLC	Spanish	November 1, 2012 3:30 - 5:00pm EDT USA  Click <a href="#">here</a> to see your local time	<a href="#">Register Now</a>
New Perspectives on Breastfeeding and Alcohol	Ted Greiner, PhD	English	November 20, 2012 10:00 - 11:30am EST USA  Click <a href="#">here</a> to see your local time	<a href="#">Register Now</a>
Clinical Instructors and Interns: Focus on the people in lactation clinical internships	Phyllis Kombol, RNC, MSN, IBCLC, RLC	English	December 11, 2012 3:00 - 5:00pm EST USA  Click <a href="#">here</a> to see your local time	<a href="#">Register Now</a>
Developing a Successful Hospital Lactation Program	Rebecca Mannel, BS, IBCLC, FILCA	English	January 10, 2013 6:00 - 7:30pm EST USA  Click <a href="#">here</a> to see your local time	<a href="#">Register Now</a>

Free Newsletter \_\_--**From:** Hale Publishing, L.P.

[<mailto:it.dept=halepublishing.com@mail52.us1.mcsv.net>] **On Behalf Of** Hale Publishing, L.P.

**Sent:** Monday, October 15, 2012 1:43 PM

**To:** Kent, Dana L (HSS)

**Subject:** November Essentials - eNewsletter for WIC - from Hale Publishing

## FROM THE EDITOR'S DESK

In this month's issue of *Essentials*, we update you on the latest **WIC Research** – a study on the availability of culturally specific fruits and vegetables at authorized WIC vendors after a policy change added them to WIC Program, a study on the availability of fresh produce, whole grains, and lower-fat milk at stores that are and are not WIC vendors, and a study on the purchase of sugar-sweetened beverages by WIC and SNAP households.

Dr. Hale answers a peer counselor's question about marijuana use in pregnant and breastfeeding women in **Ask Dr. Hale**. WIC staff and participants are encouraged to use the InfantRisk Center hotline and website in the article on **The InfantRisk Center**.

[Read more](#)

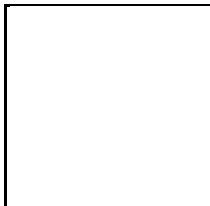


## WIC RESEARCH

[Fruit and vegetable availability and selection: federal food package revisions, 2009. Am J Prev Med.](#)

[Federal nutrition program changes and healthy food availability. Am J Prev Med.](#)

[Grocery store beverage choices by participants in federal food assistance and nutrition programs. Am J Prev Med.](#)



## ASK DR. HALE

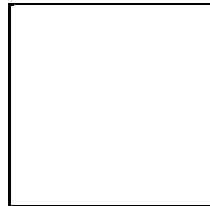
## ASK A PEER COUNSELOR

This column was inspired by peer counselors in our eLearning courses who share tips and techniques they use to offer breastfeeding support to other mothers.

*The column is a forum to for peer counselors across the country to pose questions they have for one another and to share their responses.*

Alicia Lensch, WIC Breastfeeding Peer Helper from Auglaize County, Ohio, proposes this month's question:

[Read more](#)



## The InfantRisk Center

Call for answers to questions about the use of medications and drugs during pregnancy and breastfeeding.

The InfantRisk Center at Texas Tech University Health Sciences Center is a call center based solely on evidence-based medicine and research. They are dedicated to providing current and accurate information to pregnant and breastfeeding mothers and healthcare professionals. Various helplines have been provided for your benefit: InfantRisk, Nausea and Vomiting of Pregnancy, Alcohol and Substance Abuse, and Depression. The hotlines are consolidated to one phone number for your convenience - **(806)-352-2519**.

Dear Dr. Hale,

A pregnant mom asked me if marijuana use will hurt her unborn baby.

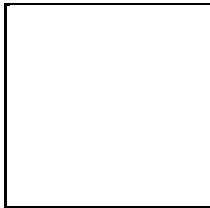
Concerned Peer Counselor

Dear Concerned,

Current studies indicate that approximately 4% of women in the USA use illicit drugs while pregnant. Seventy-five percent of these cases report the use of marijuana. Despite the widespread use of this product, the public is not aware of the potential neurobehavioral effects of this drug on the fetus or the newborn infant.

THC is indicated for nausea and appetite stimulation during chemotherapy and for HIV patients. Chronic cannabis use may cause depression, anxiety, and bipolar disorder in adolescents and adults.

[Read more](#)



### ELEARNING FOR PEER COUNSELORS - INSPIRING! INTERACTIVE! INEXPENSIVE!

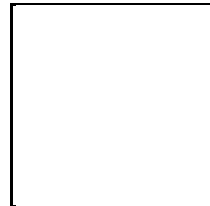
“I love the peer counselors you chose to feature!”

“The peer counselors are so **inspiring!**” These were comments from students who field-tested our eLearning classes.

“Maybe I’m a little emotional today, but I almost cried when they talked to the dads about skin-to-

The InfantRisk Helpline provides answers to questions about the use of medications during pregnancy and breastfeeding. InfantRisk staff welcome calls from WIC staff and clients for information about the safety of using medications, over-the-counter drugs, herbal products, chemicals, vaccines, and other substances.

[Read more](#)



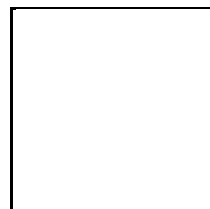
### WIC RESOURCE LIBRARY

**Online Classes:**

**For WIC Program Managers:**

#### **Increase Your Breastfeeding Rates Series**

This series highlights successful prenatal and postpartum peer counselor strategies developed by WIC agencies with higher than average breastfeeding rates that can be integrated into your WIC system.

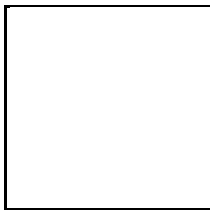


[Program Manager's](#)

[Prenatal Strategies to Increase Breastfeeding Rates](#) – This course describes how program managers can incorporate proven **prenatal** peer counselor activities in your WIC system to increase breastfeeding rates.

skin – and when the peer counselors were constantly reassuring the moms how great they were -- and watching the mom's reactions," commented Kevan Bauer, WIC breastfeeding coordinator with one of Texas Department of State Health Services regional offices. Bauer said she thought the peer counselors were great role models for her counselors.

[Read more](#)



## **START HERE: A BREASTFEEDING AND INFANT CARE BOOK**

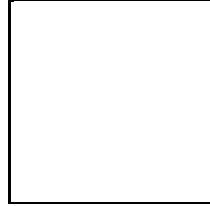
From feeding issues to breast issues to issues with mechanical support, Kathleen McCue offers advice to new parents in a funny and entertaining way in *Start Here: A Breastfeeding and Infant Care Book*. Based on her experiences with mothers, fathers, and babies in her practice, she gives advice on navigating the exciting, overwhelming, and miraculous world of new parenthood. Below are some excerpts from the book.

### **Excerpts:**

#### **Introduction**

The newborn period can be an exciting one, but can leave most parents unsure of themselves. Most parents want to do everything they can to ensure their baby has the best chance of having a great life. After reading all the books, talking to all the friends, and eating all the right foods, they quickly learn, however, that taking care of their baby is not formulaic.

[Read more](#)



## **PEER COUNSELOR SPOTLIGHT**

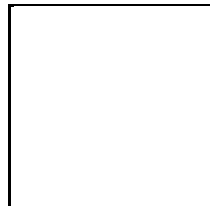
**Meet the peer counselors from our new eLearning classes.**

*We plan to feature one counselor from our classes in this column each month.* In future newsletters, we would like to feature other peer counselors across the country. Peer counselors and their managers are welcome to submit peer counselor profiles for this column.

This month we are featuring Orieta Ender, a peer counselor from Williamson County, Texas.

Orieta tells us how her peer counselor inspired her and changed her life:

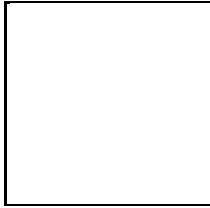
[Read more](#)



## **AUTHOR SPOTLIGHT**

This month we are featuring Frank Nice, RPh, DPA, CPHP, author of *Nonprescription Drugs for the Breastfeeding Mother*, 2nd Edition.

[Read more](#)



## About Hale Publishing

Hale Publishing is considered the leading publisher of books and materials in the lactation field. We have published over 60 books on breastfeeding and related issues and carry over 100 books, DVDs, eLearning courses, etc. in our bookstore.

Hale Publishing is owned by Thomas W. Hale, PhD, RPh - a Professor of Pediatrics at Texas Tech University School of Medicine and Associate Dean of Research. He is the Executive Director of the InfantRisk Center. Dr. Hale is well known for his book, *Medications and Mothers Milk*, now in its 15<sup>th</sup> edition. This book has become the standard reference on medication use in pregnancy and lactation for physicians and lactation professionals around the world.

[Read more](#)

I got started in 1976 when my first child was born. We were having breastfeeding and milk let down reflex problems. We called LLLI and got advice on how to get milk to let down. We were successfully able to breastfeed our first son and subsequent children. During the process, the LLLI Leader found out I was a pharmacist. She called me with a breastfeeding and medications question about a month later. I had no idea how to counsel on medications and breastfeeding. When I researched the issue, I discovered very little information on medication use during breastfeeding. I decided to do what I could to increase the knowledge base. I was able to begin that process when I went to the University of Arizona School of Pharmacy to obtain a Masters Degree several years later. My career continued to progress to where it is today as I was transferred to different areas of the United States as a Commissioned Officer in the US Public Health Service.

[Read more](#)